



Shooting Messages out of the Cannon

2013 NC Immunization Vaccine Circus
August 1, 2013

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“Working for a healthier and safer North Carolina”

Facebook, Twitter, Mobile and... ...OH MY!





Social Media: Why Should I Care?

85% adults use internet

85% adults have cell phone
(45% have smart phone)

65% online adults use social networking

80% online teens use social networking

Pew Internet, May 2012

Activity grid: Online Pursuits by Generation

Millennials Ages 18-33	Gen X Ages 34-45	Younger Boomers Ages 46-55	Older Boomers Ages 56-64	Silent Generation Ages 65-73	G.I. Generation Age 74+
Email	Email	Email	Email	Email	Email
Search	Search	Search	Search	Search	Search
Health info	Health info	Health info	Health info	Health info	Health info
Social network sites	Get news	Get news	Get news	Get news	Buy a product
Watch video	Govt website	Govt website	Govt website	Travel reservations	Get news
Get news	Travel reservations	Travel reservations	Buy a product	Buy a product	Travel reservations
Buy a product	Watch video	Buy a product	Travel reservations	Govt website	Govt website
IM	Buy a product	Watch video	Bank online	Watch video	Bank online
Listen to music	Social network sites	Bank online	Watch video	Financial info	Financial info
Travel reservations	Bank online	Social network sites	Social network sites	Bank online	Religious info
Online classifieds	Online classifieds	Online classifieds	Online classifieds	Rate things	Watch video
Bank online	Listen to music	Listen to music	Financial info	Social network sites	Play games
Govt website	IM	Financial info	Rate things	Online classifieds	Online classifieds
Play games	Play games	IM	Listen to music	IM	Social network sites
Read blogs	Financial info	Religious info	Religious info	Religious info	Rate things
Financial info	Religious info	Rate things	IM	Play games	Read blogs
Rate things	Read blogs	Read blogs	Play games	Listen to music	Donate to charity
Religious info	Rate things	Play games	Read blogs	Read blogs	Listen to music
Online auction	Online auction	Online auction	Online auction	Donate to charity	Podcasts
Podcasts	Donate to charity	Donate to charity	Donate to charity	Online auction	Online auction
Donate to charity	Podcasts	Podcasts	Podcasts	Podcasts	Blog
Blog	Blog	Blog	Blog	Blog	IM
Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds

← - - - Above this line, over 50% of internet users in the given generation engage in this online activity

Key: % of internet users in each generation who engage in online activity

% of internet users in each generation who engage in online activity

90-100%	40-49%
80-89%	30-39%
70-79%	20-29%
60-69%	10-19%
50-59%	0-9%



“The Social Life of Health Information

59% (all) adults looked for health info.

30% (online) consulted online reviews of treatments/services

16% (online) sought others with same condition

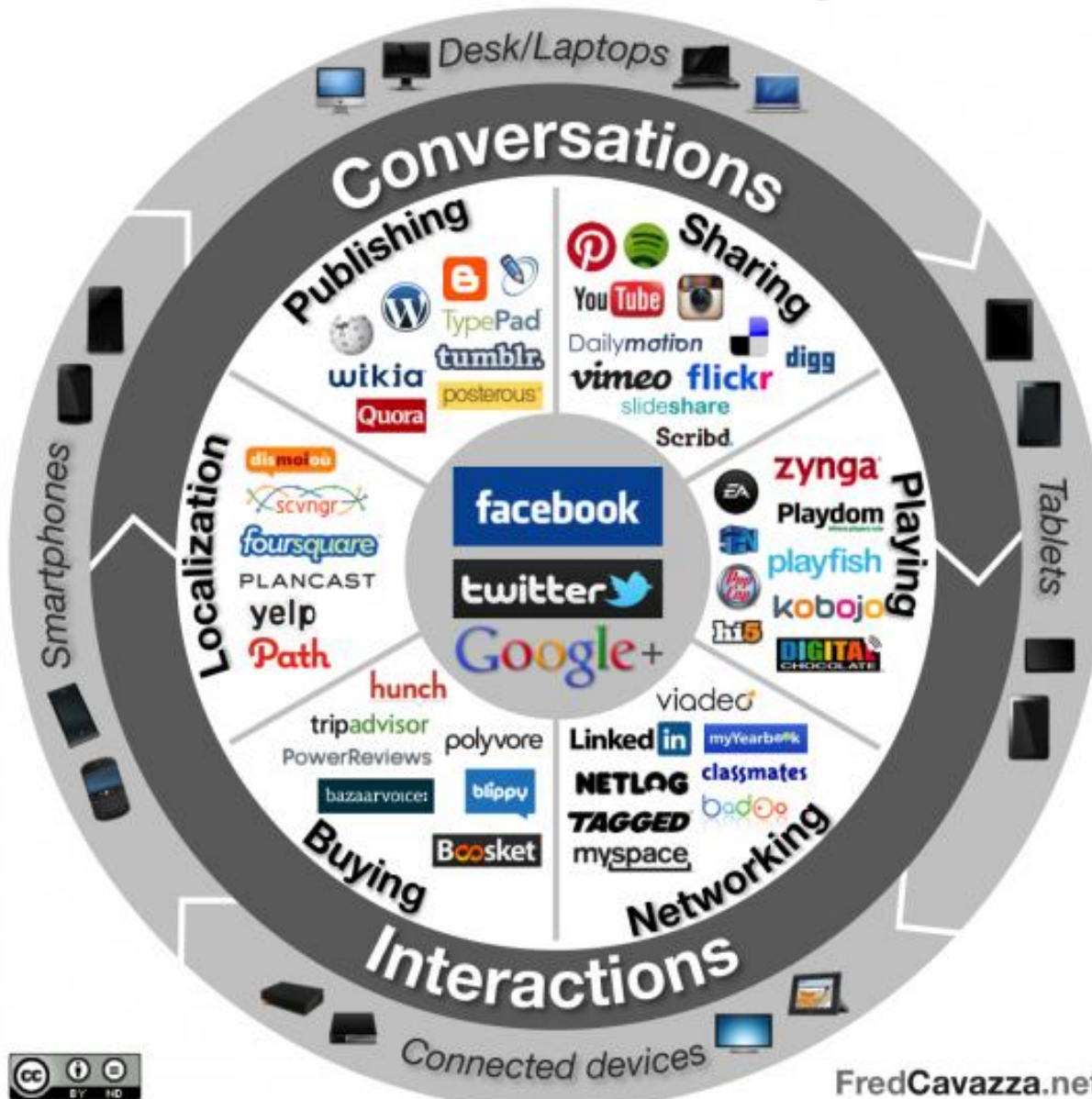
Pew Internet, January 2013

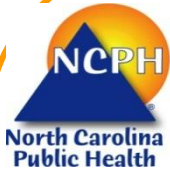


E-Health & CDC 2.0 Goal

“...to make CDC content, tools, and services available when, where, and how users want them”

Social Media Landscape 2012





Which Ones are Best?

**The one's people are already
paying attention to!**

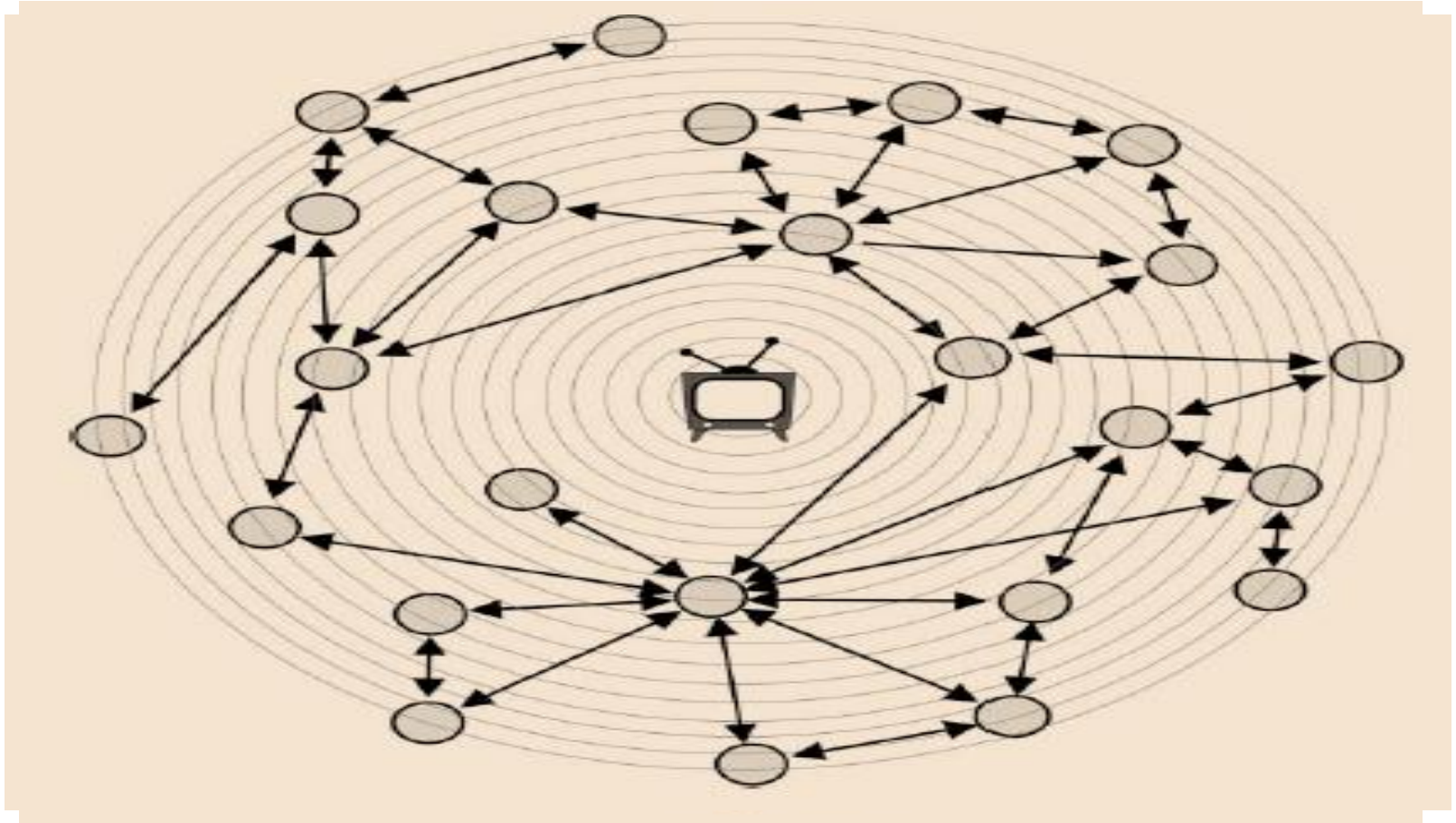
NEW RULES FOR THE ROAD

ENGAGEMENT



Source: Craig Lefebvre

Influence: Then...and Now



Source: Watts, DJ, Dodds, PS. (2007). Influentials, networks and public opinion formation. *Journal of Consumer Research*; 34. via Craig Lefebvre

Social Media: **Listening**



socialmention.com/

socialseek.com

5 SOCIAL MEDIA CHANNELS to CONSIDER

Mobile Phone

- Most utilized media by CDC
- Immediate, interactive, micro-targeted
- 75% of adults ages 18 - 24 access internet via cell phone



--www.pewinternet.com

Mobile Phone



HIV Testing



Seasonal Flu Updates



Diabetes Management

Twitter



- “Micro-blogging”
- 140 characters
- Information, events, point to other content, timely
- URL shortener (<http://bit.ly/>)
- 31% of 18-24 year olds use Twitter

<http://www.cdc.gov/SocialMedia/Tools/guidelines/pdf/twitterguidelines.pdf>

http://www.pewinternet.org/~media/Files/Reports/2012/PIP_Twitter_Use_2012.pdf

“Working for a healthier and safer North Carolina”

NC DPH (NCPublicHealth) on Twitter - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Health Online 2013 | Pew Research... NC DPH (NCPublicHealth) on Twitter

Twitter, Inc. (US) | https://twitter.com/NCPublicHealth

Most Visited Getting Started Latest Headlines Customize Links Free Hotmail Windows Marketplace Windows Media Windows N.C. Department of Health

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Email

Password

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Worldwide Trends · [Change](#)

[#BCantoresFavoritos](#)

[#HooligansAreLuckyToHaveBruno](#)

[#GoToASchoolWhere](#)

[#CosasQueMeGustaríaQuePasen](#)

[#LOVEGREYSONCHANCE](#)

London

NC DPH

@NCPublicHealth

The official account of the North Carolina Division of Public Health in the NC Department of Health & Human Services. All content is under NC Public Record law.

Raleigh, NC · <http://publichealth.nc.gov/>

599 TWEETS 67 FOLLOWING 608 FOLLOWERS

Follow

Tweets

NC DPH @NCPublicHealth 12m
Cervical cancer is the easiest female cancer to prevent, with regular screening tests & follow-up. [#cervicalcancer](#)
Expand

NC DPH @NCPublicHealth 18 Jan
We will live tweet the State Health Directors Conference, Jan 24-25! Agenda at [ow.ly/gI9EY](#) [#NCSHDconf](#)
Expand

NC DPH @NCPublicHealth 17 Jan
The coming winter wx can bring Hypothermia, Frostbite, Carbon Monoxide Poisoning, Power Outages [ow.ly/gSovN](#) has safety tips
Expand

NC DPH @NCPublicHealth 17 Jan
Don't Do It: Sharing Insulin Pens Hurts Patients! [ow.ly/1ReFzm](#) [#diabetes](#)
Expand

Start Health Online 2013 J:\SHD, 2... Microsoft ... NC DPH (...) 10:03 AM

<https://twitter.com/NCPublicHealth>

Social Networking Sites

- Provide evidence-based info. in peer-to-peer environment
- Interactive, viral
- Utilizes existing communities
- Partner sites:
 - MySpace
 - YouTube
 - CaringBridge
 - Sermo
 - DailyStrength



“Working for a healthier and safer North Carolina”

Facebook Profile:



The screenshot shows the Facebook profile for HealthCare.gov. The profile picture features the text "Health Care .gov" and the tagline "Take health care into your own hands" above a group of diverse people. The cover photo is a solid blue color with the text "Health Care .gov" and the same tagline. The profile name is "HealthCare.gov" with a "Like" button. Navigation tabs include "Wall", "Info", "Find Insurance", "HealthCare4You", "Videos", and "Comment Policy". The "Wall" tab is active, showing a post from HealthCare.gov about the Therapeutic Discovery Project. The post includes a link to "Life-Saving Treatments: Made in the U.S.A." and a photo of a group of people. Below the post, it says "17 people like this." and "Tony Nefouse" has commented. At the bottom, there is a link to "The Next Chapter of Health Care Delivery - HealthCare Notes | Newsroom | HealthCare.gov".

- 50% of ALL adults &
- 75% of ALL teens are on social networking sites
- Facebook is most popular by far
- Ave. user has 245 friends
- 15-34, ideal age group

“Working for a healthier and safer North Carolina”

facebook

Search

Home

Profile

Account



SAFER • HEALTHIER • PEOPLE™

Suggest to Friends

Subscribe via SMS

CDC provides social media tools (widgets, mobile info, online videos, etc) to reinforce & personalize messages, reach new audiences & build communication infrastructure based on open information exchange. For official CDC info go to www.cdc.gov

Information

Location:

www.cdc.gov/socialmedia

Disclaimer: Posted comments and images do not necessarily represent the views of CDC.

Phone:

1-800-CDC-INFO (1-800-232-4636)

TTY: (888) 232-6348, English and Spanish 24 Hours/Every Day or e-mail cdcinfo@cdc.gov

8 Friends Like This

6 of 8 Friends

See All



Amy Folio Eschinger



Alex 'Rampy' Bornkessel



Max Spolidoro



CDC

Wall

Info

Photos

Boxes

Video

Notes

>>

Write something...

Attach:

Share

CDC + Others

CDC

Just Others



CDC Cancer Prevention Starts in Childhood

Reduce your children's risk of getting many types of cancer later in life. Start by helping them adopt a healthy lifestyle with good eating habits and plenty of exercise to keep a healthy weight. Then follow the tips below to help prevent specific types of cancer.



CDC Features - Cancer Prevention Starts in Childhood

www.cdc.gov

Reduce your children's risk of getting many types of cancer later in life. Start by helping them adopt a healthy lifestyle with good eating habits and plenty of exercise to keep a healthy weight. Then follow the tips below to help prevent specific types of cancer.

 about an hour ago · [Comment](#) · [Like](#) · [Share](#)

25 people like this.

View all 4 comments



Shari Krause Wirkus Totally what is in our environment! Sweet & low, fast food, spraying our yards & our crops for weeds. We take in so many different chemicals it's crazy!

45 minutes ago · [Like](#) · [Flag](#)

Anmari Koltchev And cancer has become an epidemic...It has touched every family I know. I still hop the generations to come will have a better chance with all the information out there. I agree it's the parents' job to educate and teach kids healthy habits and warn them about the dangers out there.

35 minutes ago · [Like](#) · [Flag](#)

Write a comment...



CDC The White House released its National HIV/AIDS Strategy. Learn about the three primary goals of the national plan:



CDC Features - HIV/AIDS Strategy

www.cdc.gov

National HIV/AIDS Strategy Released by White House

 Monday at 1:15pm · [Comment](#) · [Like](#) · [Share](#)

Create an Ad

Facebook Pages



Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love.

[More Ads](#)

Chat (5)

Done

Internet

100%

Start

H:\Soci...

Using N...

CDC eH...

Inbox - ...

Thank y...

Facebook...

2:37 PM

www.facebook.com/CDC

Orange County Health Department - Windows Internet Explorer

https://www.facebook.com/home.php#!/orangecountyhealthdepartment

File Edit View Favorites Tools Help

Orange County Health Department

facebook

Search

Home Profile Find Friends Account

Create a Page

Orange County Health Department
Government & Community · Hillsborough, North Carolina

Wall

Share: Post

Write something...

Orange County Health Department
For hot fun in the summer time, here are a few tips to avoid heat-related illness:
<http://1.usa.gov/cdc-heat>

CDC Extreme Heat | Tips for Preventing Heat-Related Illness
www.bt.cdc.gov
Information on terrorism and public health. Provided by the Centers for Disease Control and Prevention (CDC).

Yesterday at 12:07pm · Like · Comment · Share

Orange County Health Department
Renovations for our new Hillsborough medical clinic are almost complete. We'll soon have a larger waiting area (see pictured) and larger exam rooms to serve clients better. Excitement!

Wall Photos

Tuesday at 12:23pm · Like · Comment · Share

Orange County Health Department
Good News: Our youth tobacco prevention program (T.R.U.) will continue. As previously shared, legislators overrode Gov. Perdue's state budget veto against ending the Health and Wellness Trust Fund. However, funds were moved to the NC Division of Public Health and we now have one last year to continue educating youth about the dangers of tobacco. We will also work on policy efforts including tobacco-free parks.

July 1 at 10:23am · Like · Comment

Lauren Dick Toledo likes this.

Recommend This Place
Help your friends discover great places to visit by recommending this.

Write a recommendation...

You and Orange County Health Department
CDC, Knowing Is Sexy, Eat Smart, Move More North Carolina

Birthdays See All
Jonathan Keith
It's his birthday.
Say Happy Birthday

Friends' Events See All
Big Daddy Love @ Center City Park
Friday, August 5
RSVP: Yes · No · Maybe

Sponsored Create an Ad
Capital One- \$50 Offer*
capitalone.com
Get \$50 for opening a new Interest Plus Online Savings account. 1.10% APY and 10% bonus on interest earned. No monthly fees.

Class of 1973
Look Up profiles from the Class of 1973 now. Reconnect with friends from high school today.

Have a Product Idea?
secure.davison.com
Davison helps you design, develop, prepare

A Faster Way to Message
Just click to start a conversation with the friends you message the most.
Learn More.
Try It Now

About
Thank you for following the Orange County Health Department (NC) on Facebook...
More

1 check-in
152 like this

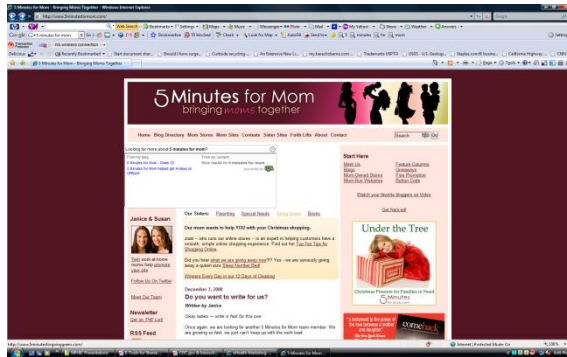
Likes See All
American Public Health Association
American Dietetic Association
Eat Smart, Move More North Carolina
Orange County Animal Services (NC)

Internet 100% 1:17 PM

Start | Inbox - Micros... | Using Social M... | Preconception ... | Orange Coun... | 1:17 PM

<https://www.facebook.com/orangecountyhealthdepartment>

Blogs



- On-line journal, regularly updated
- Targeted readership, specific subjects
- Interactive
- Builds community
- Trusted, credible, peer-to-peer information*



“Working for a healthier and safer North Carolina”

Chatham County Public Health Department

See what your health department is doing for you!

Chatham County, North Carolina

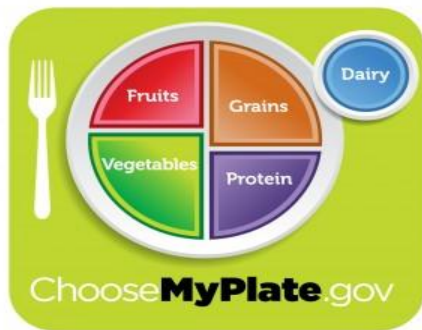
HOME ABOUT US CHEF RECIPES EAT A RAINBOW!



[← Cigarette Packaging To Make You Think Twice](#)

MyPlate for My Next Meal!

Posted on July 14, 2011 | 1 Comment



Say goodbye to the pyramid! The food pyramid has officially been replaced by MyPlate, a plate shaped logo that is meant to serve as a reminder of how to craft a balanced meal every time you sit down to eat. You might remember that around this time last year, we blogged about the new dietary guidelines that had just been

released by the US Department of Agriculture. MyPlate is basically a visual icon of these new guidelines. The main message to take away from both is to fill half

CALENDAR

July 2011

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

[← Jun](#)

ARCHIVES

Select Month

BLOGROLL

- Chatham County
- Chatham County Public Health Department
- Guilford County Health Department

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[Squad](#) [physical](#)
[activity](#) [preparedness](#)

YouTube

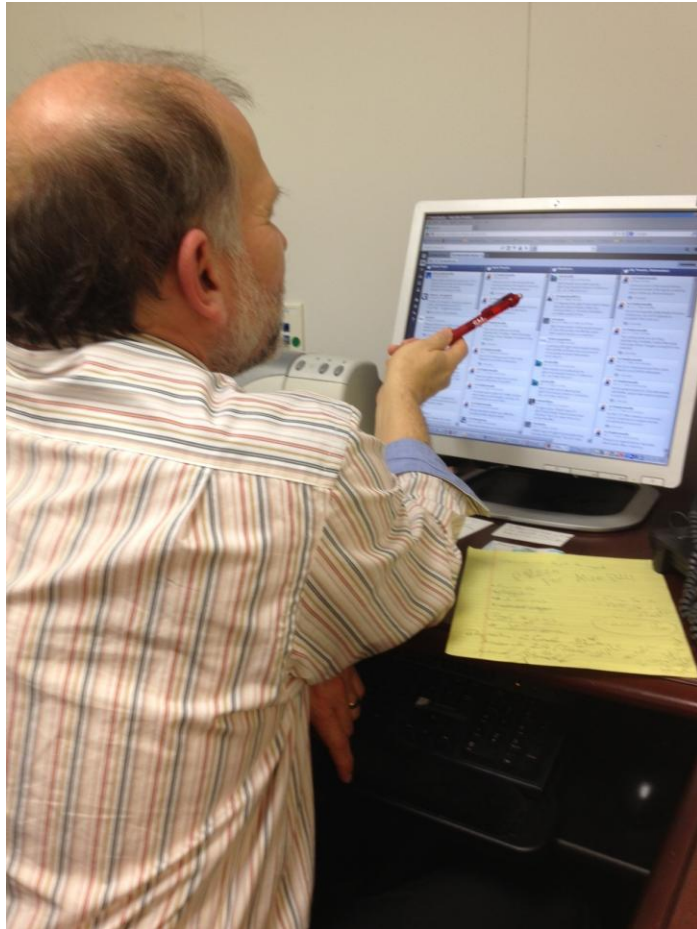
- 135M+ users
- Exceeds 2B views per day
- Nearly double the prime-time audience of all 3 major U.S. broadcast networks combined



www.youtube.com/user/CDCStreamingHealth

MAKING SOCIAL MEDIA WORK!

A Day in the Life...



- Mindset
- Social media policy
- A plan
- Time
- Staff
- What *is* he doing...?

ENGAGEMENT



- Invite content
- Respond
- Questions/polls
- Video



Some Communication Rules Still Rule!

- 1) What are your goals?
- 2) What is the behavior?
- 3) Who are your audiences?
- 4) What social media to they already use?
 - what else do they attend to?
 - where do they gather?
- 5.a) What do they need to know? (Your message)
- 5.a) What do they want to know? (What's important to them)

Some Communication Rules Still Rule!

- ✓ Know your goal
- ✓ Target your audiences
- ✓ Repeat, repeat, repeat
- ✓ Simple actions
- ✓ Location
- ✓ Benefits

“The Revolution will NOT be Tweeted”



- Societal/Structural Change?

Vs.



- Information divide
- Community

Integrate Communication Strategies

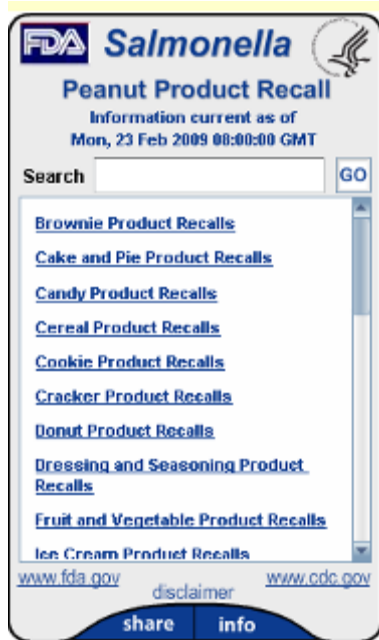


Peanut Product Recalls

www.cdc.gov/socialmedia



Graphical Buttons



Widgets



Blogs



eCards



Twitter



Some Resources

Learn More!

The screenshot shows a Mozilla Firefox browser window displaying the CDC Social Media website. The browser's address bar shows the URL www.cdc.gov/socialmedia/. The website header includes the CDC logo and the text "Centers for Disease Control and Prevention, CDC 24/7: Saving Lives. Protecting People.™". Below the header is a navigation bar with links for "A-Z Index" and "SEARCH".

The main content area is titled "Social Media at CDC" and features several sections:

- Current Social Media Campaigns:** A large banner for "Teen Pregnancy" titled "The Health Communicator's Social Media Toolkit". Below it, a section titled "Teen Pregnancy Toolkit" describes the toolkit's purpose and includes a link to a PDF guide.
- CDC Vital Signs:** A section titled "Learn about the latest public health data" with a link to "Read CDC Vital Signs".
- Gateway to Health Communication and Social Marketing Practice:** A section titled "The GATEWAY" that provides information from CDC and other public and private resources.
- CDC Social Media Tools:** A section listing various tools: Buttons and Badges, Content Syndication, eCards, Infographics, Mobile, Podcasts, and Widgets. A link "See All Social Media Tools" is provided.
- Widgets:** A section with a link to "the" (likely a widget gallery).
- Online Video:** A section with a link to "YouTube" (likely a video gallery).

On the right side of the page, there are several sidebar sections:

- Connect with CDC:** Links to Twitter, Facebook, Blogs, YouTube Channel, and Flickr site.
- What's New:** A section titled "Get Health Tips On-The-Go" with a link to "Sign up now" for "Mobile Tips and Alerts".
- Get email updates:** A section titled "To receive email updates about this page, enter your email address:" with a text input field and a "Submit" button.
- Contact Us:** A section with the CDC's address, phone number (800-232-4636), TTY number (888) 232-6348, and email address cdcinfo@cdc.gov.

The browser's taskbar at the bottom shows several open applications, including "Preconception P...", "Using Social Me...", "H:\Social Media...", and "CDC - Social ...". The system clock in the bottom right corner shows "3:01 PM".

<http://www.cdc.gov/socialmedia/>

Resources to Get You Started

HHS Center for New Media
(www.hhs.gov/web/socialmedia/)



Mashable (www.mashable.com)

- @mashable (also on Facebook and YouTube)



Pew Internet
(www.pewinternet.org)

- @Pew_Internet (also on Facebook)





Your Facilitator

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